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**METHOD FOR INTEGRATING ELECTRONIC MAIL
AND WORLDWIDE WEB COMMUNICATIONS WITH A USER**

10 Abstract of the Disclosure

 A method is provided for integrating e-mail and browser communications with the user in a computer network including a user's computer and a control server connected for communication, the user's computer running an e-mail program and a browser program. In an initial HTML e-mail communication with the user over the network, a signal is embedded which, upon
15 operation of the HTML on the user's computer, causes transmission to the control server of an ID code signal available at the user's computer and uniquely associated with the user or his computer and, upon receiving the ID code signal at the control server, it is stored in association with information related to the user available to the control server. In a subsequent HTML communication with the user over the network, a signal is embedded which, upon operation of the
20 HTML on the user's computer, causes transmission to the control server of the ID code signal, which is received at the control server. After the server receives the ID code signal, it recovers information about the user available to the control server and, using that information, prepares a response for transmission to the user's computer.

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